



# Station Order Revised Add to Schedule Kaine for Senate 2012

**Market:** Norfolk-Virginia Beach

**Flight Dates:** Wednesday, October 31, 2012 to Tuesday, November 06, 2012

Estimate ID

13024

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## WAVY-TV

Program Name	DP	Days Length	Gross Rate	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WAVY 5a News	EM	M-F	\$300.00		1	1			1	1	4
5:00 AM 6:00 AM		30	<b>\$1,200.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Today Show	EM	M-F	\$700.00			1				1	2
7:00 AM 9:00 AM		30	<b>\$1,400.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Today III	DT	M-F	\$250.00		1	1					2
10:00 AM 11:00 AM		30	<b>\$500.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Hampton Roads Sho	DT	M-F	\$75.00							1	1
11:00 AM 12:00 PM		30	<b>\$75.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Maury Povich	EF	M-F	\$125.00							1	1
3:00 PM 4:00 PM		30	<b>\$125.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
WAVY 5p News	EN	M-F	\$700.00						1		1
5:00 PM 5:30 PM		30	<b>\$700.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Ent Wknd	PA	Sa	\$175.00				1				1
7:00 PM 8:00 PM		30	<b>\$175.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Revolution	PT	M	\$1,100.00						1		1
10:00 PM 11:00 PM		30	<b>\$1,100.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
WAVY 11p News	LN	M-F	\$800.00			1					1
11:00 PM 11:35 PM		30	<b>\$800.00</b>								
95% Chance of PE at LUR per WAVY. Move to L3.											
Jimmy Fallon	LF	M-F	\$50.00		1	1			1		3
12:35 AM 1:35 AM		30	<b>\$150.00</b>								
<b>Station Gross Totals</b>											
			<b>\$6,225.00</b>		<b>3</b>	<b>5</b>	<b>1</b>		<b>4</b>	<b>4</b>	<b>17</b>

Chris Vail

**Media Strategies and Research**

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Date/Time Sent: 10/30/2012 4:35:52 PM

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